

FSC-77-A	4/29/96	TO: ROM
SUBJECT: Forsyth Partners Hot Season Opener		
DISTRIBUTION:		
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input type="checkbox"/> ELM
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> Reg.Mil./DF Mgr.	<input type="checkbox"/> MIL
<input checked="" type="checkbox"/> RBM	<input type="checkbox"/> DM	<input type="checkbox"/> DF
<input checked="" type="checkbox"/> ROM		<input type="checkbox"/> REP

(Please disseminate to all appropriate personnel.)

To build on the momentum our "New Deal for the New Year" promotion created in the first quarter of 1996, we are pleased to offer our Forsyth Private Label Partners a Special Summer Promotion just in time for July 4th!

Using their Alliance Accrual, our Private Label Partners have the opportunity to offer their customers a brand logoed Beverage Opener Keychain with two pack purchase.

While the attached information (20 additional sets are enclosed to each ROU for your use) is being sent directly to our Private Label Partners, you should follow-up with your accounts to ensure they participate in this great volume generator. You should help them order the premiums, extra product, displays and POS to support this "Hot Season" promotion.

We suggest, where Alliance Accrual funds permit, the customer order a minimum of 60 offers per store. This equates to an extra 12 cartons per store of Private Label product displayed and sold during this promotion.

In order to give us enough lead-time to have the Beverage Opener Keychains manufactured and logoed for delivery before July 4th, we need all orders faxed to Winston-Salem (910-741-2156) no later than May 15, 1996.

This promotion is a great way to effectively use Accrual Funds to build incremental volume for your Private Label Partners.

Program Contacts: Your Area Manager of Operations
Gwen Scott, extension #3340
Jim Farmer, extension #0470

Forsyth Tobacco Products
A DIVISION OF R. J. REYNOLDS TOBACCO COMPANY

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